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Grunwald, Henry
Anatole

R-Raymont, Henry

Time Names New Top Editor as Part of Expansion

By HENRY RAYMONT

Henry Anatole Grunwald, who joined Time magazine 23 years ago as a copy boy, has been appointed managing editor, the magazine's top editorial position.

Mr. Grunwald will succeed Otto Fuerbringer, who will assume a new post in Time Inc.'s management with responsibility for acquiring and developing newspapers.

The appointments were announced yesterday evening by Hedley Donovan, editor in chief of Time Inc., to senior members of the staff in the Chart Room on the 34th floor of the Time & Life Building.

Mr. Grunwald, who is 45, has been an assistant managing editor since 1966. The other assistant managing editor, James Keogh, will assume the new title of executive editor.

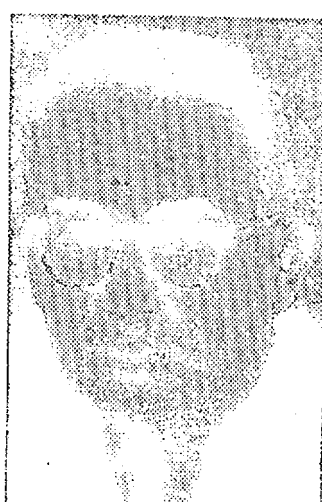
Third Major Shuffle

The changes, which came as a surprise to many senior members of the staff, will become effective at the close of this week's issue on Saturday. They marked the third major executive shuffle in six months in the \$500-million publishing empire built by the late Henry R. Luce. Mr. Luce died on Feb. 28, 1967, at the age of 68.

Last December, Thomas Griffith was named editor of Life magazine, replacing Edward K. Thompson, who retired. In January, Henry Luce 3d was appointed publisher of Fortune magazine, succeeding Arthur W. Keylor, who took charge



Otto Fuerbringer



Henry Anatole Grunwald

of production activities in the corporate management.

Mr. Grunwald started with Time in 1945 while completing his studies in drama and literature at New York University. Then he moved up through the ranks to senior editor in 1951 and foreign editor in 1961.

A Multilingual Editor

Since he was appointed assistant managing editor, he has been a guiding figure in a number of innovations, including essays on social and political topics and changes in design to brighten the magazine's cover. In recent months he published covers by such avant-garde artists as Robert Rauschenberg, Marisol and David Levine, the caricaturist.

Born in Vienna and educated

old, went to Time in 1942 after working for 10 years as a reporter on The St. Louis Post-Dispatch. He became a senior editor in 1946, assistant managing editor in 1951 and managing editor in 1960.

First Negotiations Collapse

Plans by Time Inc. to form a newspaper division became known last February, when the corporation announced its intention to purchase The Newark News as the first of a series of newspaper acquisitions. At the time it was reported that the new division would be headed by Richard W. Clurman, chief of the Time-Life News Service.

When the negotiations with The Newark News collapsed last month, James A. Linen, president of Time Inc., asserted: "We still have an active interest in the acquisition of newspapers, but there are no immediate plans."

Mr. Fuerbringer indicated yesterday that it would still be some time before Time Inc. begins to develop specific projects for a new newspaper venture.

"First I want to familiarize myself with the newspaper field again," he said. "The News is a thing of the past, and we are starting afresh. We will build up a solid expertise in publishing and editorial work, and then we shall look into any and every prospect."

in England. Mr. Grunwald is short, soft-spoken man with an amiable Continental manner who keeps his office cluttered with journals in French, Spanish, German and Italian, which he speaks and reads fluently.

According to one editor "If you want to find out what's happening in any corner of the world in politics, art or philosophy, you drop in for a chat with Henry. He is a mine of information."

Mr. Grunwald is the author of several essays and books on J. D. Salinger and Winston Churchill.

Mr. Fuerbringer, 57 years